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A BERNHARDT POSTER OF THE THEATRE RENAISSANCE, PARIS.

FROM THE COLLECTION OF MR. W. T. PEOPLES, LIBRARIAN
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THE illustration on this page is an excellent example of broad and decorative effects in poster work. The figure is posed with great strength and dignity against a soft yellow-white background, the head and shoulders standing out boldly against a mosaic ground of solid gold. The face and neck are in soft flesh tones, the hair a deep yellow surmounted by a crown of delicate purple-blue flowers outlined in deep blue.

The outside garment is yellow, a little deeper than the background, with rich Arabesque embroidery in soft blue and green. The undergarment is white with ornaments in yellow and blue. The decorative effect is excellent.

THE CENTURY COMPANY'S JULY POSTER.

WE PUBLISH herewith the design of the Century Company's July Poster, designed by Edward Potthast, of New York. This is one of the posters submitted for the prize competition of the Mid-Summer Holiday Number, and stood well up in the honorable mentions. This design was so pleasing to the Century Company that they purchased it, and, with a change in the lettering, used it for their July Number. The prevailing colors are a deep rich red and olive green, the values of which the illustration gives but little idea, as the reproduction gives a darker effect than of the poster itself.

Mr. Potthast has for a long time past devoted himself to poster designing for theatrical work, and it is well known that in such work the designer's name does not appear in evidence; this will account for the fact that this young man's name is not better known among the poster designers, and we trust, now that he is well started in this field, we shall hear more of him in the future.

The Century Company is to be commended for their push and enterprise in fostering the development of a better class of poster work, as their Mid-Summer Exhibition gives strong evidence. How long the poster craze will stay with us there is no foretelling, but if future issues of their work are as satisfactory as the present example, we may yet see a development into better lines of art than is evident in the average run of posters nowadays.



JULY CENTURY POSTER.